

Rep Order# 6844803 Ver# 1 Status New Traffic Order# Printed: 08/27/2012 7:46 AM 1 of 4

EC'd Yes Last Received: 08/26/2012 7:58 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1559
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1559
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$18,950
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	09/04-09/04	1	1	1	\$700.00	
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	09/10-09/10	1	1	1	\$700.00	
	3	F	6A-7A	AM NEWS	:30	\$2,000.00	09/07-09/07	1	1	1	\$2,000.00	
	4	TU	7A-9A	TODAY SHOW	:30	\$2,000.00	09/04-09/04	1	1	1	\$2,000.00	
	5	M	7A-9A	TODAY SHOW	:30	\$2,000.00	09/10-09/10	1	1	1	\$2,000.00	
	6	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	09/04-09/04	1	1	1	\$500.00	
	7	F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/07-09/07	1	1	1	\$500.00	
	8	W	10A-11A	TODAY SHOW 3	:30	\$400.00	09/05-09/05	1	1	1	\$400.00	
	9	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/04-09/04	1	1	1	\$200.00	
	10	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/06-09/06	1	1	1	\$200.00	
	11	TH	12P-1P	NOON NEWS	:30	\$300.00	09/06-09/06	1	1	1	\$300.00	

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	12	M	12P-1P	NOON NEWS	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
	13	TU	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/04-09/04	1	1	1	\$350.00	
	14	F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/07-09/07	1	1	1	\$350.00	
	15	W	2P-3P	THE DOCTORS	:30	\$200.00	09/05-09/05	1	1	1	\$200.00	
	16	M	2P-3P	THE DOCTORS	:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	17	F	4P-5P	ANDERSON COOPER	:30	\$450.00	09/07-09/07	1	1	1	\$450.00	
	18	W	6P-630P	6PM NEWS	:30	\$2,000.00	09/05-09/05	1	1	1	\$2,000.00	
	19	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/05-09/05	1	1	1	\$500.00	
	20	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/10-09/10	1	1	1	\$500.00	
	21	F	1235A-135A	JIMMY FALLON	:30	\$150.00	09/07-09/07	1	1	1	\$150.00	
	22	W	430A-459A	EARLY TODAY	:30	\$200.00	09/05-09/05	1	1	1	\$200.00	
	23	TU	430A-459A	EARLY TODAY	:30	\$200.00	09/04-09/04	1	1	1	\$200.00	
	24	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
	25	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/08-09/08	1	1	1	\$800.00	
	26	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
	27	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	09/08-09/08	1	1	1	\$300.00	

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	28	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
	29	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/09-09/09	1	1	1	\$800.00	
	30	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
	31	SU	12A-1A	BROTHERS & SISTERS	:30	\$150.00	09/09-09/09	1	1	1	\$150.00	

--REPORT TOTALS--
Report Totals: 31 / \$18,950.00

--SALES MONTHLY TOTALS--

Sep 12: 31 / \$18,950.00
Sales Totals: 31 / \$18,950.00
Station Totals: 31 / \$18,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$57,424	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE

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